

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

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| Applicant's or agent's file reference SGG-1743-P | FOR FURTHER ACTION See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416) | |
| International application No. PCT/KR 2004/001682 | International filing date (day/month/year) 8 July 2004 (08.07.2004) | Priority Date (day/month/year) 9 July 2003 (09.07.2003) |
| International Patent Classification (IPC) or national classification and IPC IPC⁷: | | |
| Applicant PARK KYUNG-YANG | | |

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| <p>1. This international preliminary examination report has been prepared by this International Preliminary Examination Authority and is transmitted to the applicant according to Article 36.</p> <p>2. This REPORT consists of a total of <u>4</u> sheets, including this cover sheet.</p> <p><input checked="" type="checkbox"/> This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).</p> <p>These annexes consist of a total of <u>6</u> sheets.</p> |
| <p>3. This report contains indications relating to the following items:</p> <ul style="list-style-type: none"> I. <input checked="" type="checkbox"/> Basis of the opinion II. <input type="checkbox"/> Priority III. <input type="checkbox"/> Non-establishment of opinion with regard to novelty, inventive step and industrial applicability IV. <input type="checkbox"/> Lack of unity of invention V. <input checked="" type="checkbox"/> Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement VI. <input type="checkbox"/> Certain documents cited VII. <input type="checkbox"/> Certain defects in the international application VIII. <input type="checkbox"/> Certain observations on the international application |

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| Date of submission of the demand 04.02.2005 | Date of completion of this report 15 November 2005 (15.11.2005) |
| Name and mailing address of the IPEA/AT Austrian Patent Office Dresdner Straße 87 A-1200 Vienna Facsimile No. 1/53424/200 | Authorized officer KÖGL C. Telephone No. 1/53424/440 |

I. Basis of the report

1. With regard to the elements of the international application:*

- the international application as originally filed
- the description:
pages 1-20, as originally filed
pages _____, filed with the demand
pages _____, filed with the letter of _____.
- the claims:
pages _____, as originally filed
pages _____, as amended (together with any statement) under Article 19
pages 21-26, filed with the demand
pages _____, filed with the letter of _____.
- the drawings:
pages 1/19 - 19/19, as originally filed
pages _____, filed with the demand
pages _____, filed with the letter of _____.
- the sequence listing part of the description:
pages _____, as originally filed
pages _____, filed with the demand
pages _____, filed with the letter of _____.

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language _____ which is:

- the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).
- the language of publication of the international application (under Rule 48.3(b)).
- the language of the translation furnished for the purposes of international preliminary examination (under Rule 55.2 and/or 55.3).

3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

- contained in the international application in printed form.
- filed together with the international application in computer readable form.
- furnished subsequently to this Authority in written form.
- furnished subsequently to this Authority in computer readable form.
- The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

4. The amendments have resulted in the cancellation of:

- the description, pages _____.
- the claims, Nos. _____.
- the drawings, sheets/fig _____.

5. This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as „originally filed“ and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

** Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

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V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

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|--|-------------|-----|
| 1. Statement | | |
| Novelty (N) | Claims 1-24 | YES |
| | Claims ---- | NO |
| Inventive step (IS) | Claims 1-24 | YES |
| | Claims ---- | NO |
| Industrial applicability (IA) | Claims 1-24 | YES |
| | Claims ---- | NO |
| Citations and explanations (Rule 70.7) | | |

We refer to the arguments and the set of replacement claims (amended sheets: page 21 to 26) for this application stated on February, 4th, 2005. In view of the **new independent Claims 1 and 15** (amended claims) resulted in the judgement that the present application is novel and do involve an inventive step.

The following documents have been cited in the International Search Report dated on November 10th, 2004:

D1: US 2002/0165022 A1 (HIRAOKA AKIRA) 07/11/2002

D2: US 2002/0151366 A1 (WALKER ET AL.) 17/10/2002

Document **D1** comes very close to the present application. **D1** shows all technical features of the **amended Claim 1** except the feature "a slot machine game server which replaces the advertising images mixed by the ad selecting server with a display symbol of a slot machine game to constitute a display screen". However, the present application shows a small but favourable improvement in respect of the cited document **D1**. Therefore the subject matter of **Claim 1** (independent claim) and per definition the dependent **Claims 2 to 14** as well is novel and inventive in respect of the cited document **D1**. **D1** describes a general state of the art.

Amended Claim 15 does contain a internet advertising method with a novel and inventive step in the claimed method, namely "(c) replacing and mixing the particular advertising image selected by the user with a display symbol of the slot machine game in an advertisement (or ad) selecting server, and constituting the advertising image into an initial screen of the slot machine game".

Therefore, the subject matter, of the independent **claims 1 and 15** and per definition for the dependent **Claims 2-14 and Claims 16-24** as well, is novel and do involve an inventive step in respect of the cited document **D1**. The other cited document **D2** does not show these technical features as well.

INTERNATIONAL PRELIMINARY EXAMINATION REPORTInternational application No.
PCT/KR 04/01682**Supplemental Box**

(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: Box V (page 1)

Thus, contrary to the indications given in the International Search Report, presently claimed (amended Claims 1 and 15) subject matter is considered novel and inventive, because none of the cited documents discloses the features shown in the both paragraphs above. Even a combination of the documents **D1 and D2** is not capable to question the inventive step of the present application.

Summarising, the subject matter of the **amended independent Claims 1 and 15** is novel and inventive in respect of the cited documents **D1 and D2**. Therefore the dependent **Claims 2-14 and 16-24** are per definition novel and inventive as well. Claims 1-24 of the present application are novel and hence patentable. Documents **D1 and D2** represent a general state of the art which is not considered to be of a particular relevance. The industrial applicability is acknowledged.

CLAIMS :

04.02.2005

1 (Amended). An Internet advertising system using image advertising symbols for use in a slot machine game, the Internet advertising system comprising:

5 a service provider server which stores and manages advertising symbols transmitted from a number of advertising sponsors according to different advertising contract conditions;

an advertisement (or ad) generating server which generates advertising images from the advertising symbols provided from the service provider server;

10 an ad selecting server which mixes an advertising image selected by a user among the various kinds of ads produced from the ad generating server;

a slot machine game server which replaces the advertising images mixed by the ad selecting server with a display symbol of a slot machine game to constitute a display screen; and

15 a user terminal with which the user registers for the service provider server as a member via the Internet and then receives a slot machine game service provided from the slot machine game server.

2. The Internet advertising system of claim 1, wherein said ad generating server
20 comprises:

a category type ad generating server which classifies the advertising symbols provided from the service provider server according to the advertising content by category and generates advertising images;

25 an ad exposure frequency/positioning server which designates an exposure frequency and position of an advertising image according to an ad contract condition with the ad sponsor; and

a display type ad generating server which generates advertising images according to the exposure frequency and position determined by the ad exposure

frequency/positioning server.

3. The Internet advertising system of claim 1, further comprising a winning ratio selecting server which enables the user to determine the winning ratio of the game at his
5 or her desired degree during using a slot machine game service.

4. The Internet advertising system of claim 1, wherein said service provider server provides a certain amount of cyber money to the user free of charge when he or she registers as a member.

10

5. The Internet advertising system of claim 4, further comprising a customer management server which manages membership information and cyber money of the users.

15

6. The Internet advertising system of claim 1, wherein said service provider server pays a certain amount of cyber money to the user when the user won the prize in the result of using the slot machine game service.

20

7. The Internet advertising system of claim 6, further comprising a cyber money transfer server which can transfer the cyber money received from the service provider server to the other user.

25

8. The Internet advertising system of claim 6, further comprising a premium shopping mall which enables the user to select and receive a premium with cumulated cyber money received from the service provider server.

9. The Internet advertising system of claim 8, further comprising a cyber money

settlement server which settles the cyber money obtained in the result of playing the slot machine game and that used in the premium shopping mall.

10. The Internet advertising system of claim 1, wherein the user terminal
5 downloads a particular advertising image and an ad game program provided through the service provider server on the Internet, so that the user can use a slot machine game service on an off-line basis.

11. The Internet advertising system of claim 10, wherein the user accesses the
10 service provider server in the case that the user obtains certain marks during using the slot machine game service on an off-line basis.

12. The Internet advertising system of claim 10, wherein the user accesses the service provider server in the case that the user won a premium prize during using the
15 slot machine game service on an off-line basis.

13. The Internet advertising system of claim 10, wherein the user accesses the service provider server in the case that the user wants to charge cyber money during using the slot machine game service on an off-line basis.

20

14. The Internet advertising system of claim 1, wherein the slot machine game server communicates with the user terminal bidirectionally and provides a question-to-answer ad quiz to the user.

25 15 (Amended). An Internet advertising method using image advertising symbols for use in a slot machine game, the Internet advertising method comprising the steps of:

(a) generating various kinds of advertising images according to different advertising contract conditions with respect to advertising sponsors and storing the same

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in a service provider server;

(b) a user accessing the service provider server via the Internet and selecting a particular advertising image to be used for a slot machine game among the various kinds of displayed advertising images;

5 (c) replacing and mixing the particular advertising image selected by the user with a display symbol of the slot machine game in an advertisement (or ad) selecting server, and constituting the advertising image into an initial screen of the slot machine game; and

10 (d) the user depressing a spin button displayed on the initial screen of the slot machine game and starting to play the slot machine game.

16. The Internet advertising method of claim 15, wherein the initial screen of the slot machine game is configured by mixing a representative ad image and a main ad image of a particular company by the ad selecting server.

15

17. The Internet advertising method of claim 15, further comprising the step of determining a winning ratio of the game at the user's selection, before starting the slot machine game or during playing the slot machine game.

20

18. The Internet advertising method of claim 15, further comprising the step of giving a certain amount of cyber money to the user to then be settled and recorded in the case that the user won the slot machine game.

25

19. The Internet advertising method of claim 18, further comprising the step of inputting an ID of the other user who receives transfer money and an amount of transfer money, to then enable the transfer money to be automatically transferred to the other user, in the case that the user determines to transfer the cyber money to the other user after a certain amount of cyber money is given to the user to then be settled and

recorded.

20. The Internet advertising method of claim 19, further comprising the step of selecting a particular product in the premium shopping mall, in the case that the user
5 does not transfer the cyber money to the other user but determines whether or not the current screen is shifted to a premium shopping mall website which enables the user to purchase a premium with the cyber money and accesses the premium shopping mall website.

10 21. The Internet advertising method of claim 20, further comprising the steps of receiving an information message for the merchandise bond in the cellular phone via a mobile communications network, in the case that the user has selected the particular product and determines whether the user will receive a merchandise bond with which the particular product can be purchased, with a result that the user determines to receive
15 the merchandise bond; and receiving the particular product by a LAN communications method with a POS terminal in a shop which enables the user to purchase the particular product.

22. The Internet advertising method of claim 21, further comprising the steps of automatically delivering the real product to an address of the user in which the address
20 of the user to be pre-stored and displayed on the screen is confirmed in the case that the user does not want the particular product as the merchandise bond but as the real product.

25 23. The Internet advertising method of claim 20, further comprising the steps of re-configuring the screen of the slot machine game in the case that it is determined whether or not a new advertising image will be selected to thus determine that a new ad image is selected when the user does not move to the premium shopping mall website

but plays the game consistently.

24. The Internet advertising method of claim 23, further comprising the steps of re-starting the game with the initial screen configuration of the slot machine game in the 5 case that the user does not select the new ad image but plays the game consistently,